

## ORDER



WOOD

**Orders**  
**Order / Rev:** 185162  
**Alt Order #:** 6828169  
**Product Desc:** order  
**Estimate:** 806812  
**Flight Dates:** 08/06/12 - 08/12/12  
**Original Date / Rev:** 06/21/12 / 08/06/12  
**Order Type:** REG

**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency Name:** Smart Media Group  
**Buying Contact:**  
**Billing Contact:**  
 814 King Street  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** POL/Detroit International Bridge  
**Demographic:** A35+  
**Product Codes:** PL2  
**Priority:** P4  
**Revenue Codes:** AGY, POL, POL-ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:** IN10086/SP6681/TO1332/MO1041

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/12/12	10	\$9,575.00	\$8,138.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	10	\$9,575.00	\$8,138.75	0.00
<b>Totals</b>	<b>10</b>	<b>\$9,575.00</b>	<b>\$8,138.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
WOOD	30%	\$9,575.00
Market	100%	\$31,916.67

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WGVK	0%	\$0.00
WGVU	0%	\$0.00
WLLA	0%	\$0.00
WOTV	0%	\$0.00
WTLJ	0%	\$0.00
WWMT	30%	\$9,575.00
WXMI	10%	\$3,191.67
WXSP	0%	\$0.00
WZPX	0%	\$0.00
WZZM	30%	\$9,575.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOOD	08/07/12	08/10/12	5am Daybreak	CM	5a-6am	- TWTF - -	:15/:15	1	\$200.00	P3	0.00	BK	1	\$200.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/06/12   08/12/12   - TWTF - -   1   \$200.00   0.00															
E 2	WOOD	08/07/12	08/07/12		CM	5a-6am	- T - - - -	:15/:15	1	\$200.00	P3	0.00	BK	1	\$200.00

Order / Rev: 185162  
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 Flight Dates: 08/06/12 - 08/12/12

Advertiser: POL/Detroit International Bridge  
 Product Desc: order  
 Estimate: 806812

WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				5am Daybreak										
				5am Daybreak										
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	-T-----		1		\$200.00		0.00				
E 3	WOOD	08/08/12	08/08/12	5am Daybreak	CM	5a-6am --W----	:15/:15	1	\$200.00	P3	0.00	BK	1	\$200.00
				5am Daybreak										
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	--W----		1		\$200.00		0.00				
E 4	WOOD	08/09/12	08/09/12	5am Daybreak	CM	5a-6am ---T---	:15/:15	1	\$200.00	P3	0.00	BK	1	\$200.00
				5am Daybreak										
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	---T---		1		\$200.00		0.00				
E 5	WOOD	08/07/12	08/07/12	6am Daybreak	CM	6-7a -T-----	:15/:15	1	\$475.00	P4	0.00	BK	1	\$475.00
				6am Daybreak										
NEWS8-DAYBREAK														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	-T-----		1		\$475.00		0.00				
E 6	WOOD	08/09/12	08/09/12	6am Daybreak	CM	6-7a ---T---	:15/:15	1	\$475.00	P4	0.00	BK	1	\$475.00
				6am Daybreak										
NEWS8-DAYBREAK														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	---T---		1		\$475.00		0.00				
E 7	WOOD	08/12/12	08/12/12	Olympic Daytime WKND	CM	6A-12P -----S	:15/:15	1	\$175.00	P4	0.00	BK	1	\$175.00
				Olympic Daytime Weekend		(6:00 AM-12:00 PM)								
SU DAYBREAK														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	-----S		1		\$175.00		0.00				
E 8	WOOD	08/12/12	08/12/12	Olympic Daytime WKND	CM	12-6P -----S	:15/:15	1	\$650.00	P3	0.00	BK	1	\$650.00
				Olympic Daytime Weekend		(12:00 PM-6:00 PM)								
TODAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	-----S		1		\$650.00		0.00				
E 9	WOOD	08/07/12	08/07/12	Olympic Prime	CM	8p-12a -T-----	:15/:15	1	\$3,500.00	P3	0.00	BK	1	\$3,500.00
				Olympic Prime		(8:00 PM-12:00 XM)								
OLYMPICS PRIME														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	-T-----		1		\$3,500.00		0.00				
E 10	WOOD	08/09/12	08/09/12	Olympic Prime	CM	8p-12a ---T---	:15/:15	1	\$3,500.00	P3	0.00	BK	1	\$3,500.00
				Olympic Prime		(8:00 PM-12:00 XM)								
OLYMPICS PRIME														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	---T---		1		\$3,500.00		0.00				
												Totals	10	\$9,575.00